

SPRINGBOARD



Apple 2.0

Springboard Publisher™ Style Sheets



<p>Customer Support Hotline 612-944-3912</p>
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Springboard Software, Inc.
7808 Creekridge Circle
Minneapolis, MN 55435

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Springboard PublisherTM Style Sheets



Credits

This product was conceived, designed and coded by the Product Development staff at Springboard Software, Inc. The people responsible for its development are:

Vice President of Product Development

Mark Dunn

Software Manager

Robert Mueffelmann

Art Director

Robert Cavey

Artist

Victor Raines

Software Technicians

Mark Schneider

Mark Larson

Paul Meyer

This manual was written by Gerri Johnson. Laura Kuhn supervised its layout and production.

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Introduction

Springboard Publisher™ Style Sheets--Newsletters gives you thirty-six style sheets to use when creating newsletters with Springboard Publisher.

A style sheet is a model. It assures you that each issue of your newsletter will have the same, consistent look. Use a style sheet as is or adapt it to your needs. Either way, you save time and you benefit from professional design. It frees you to attend to other tasks that make your newsletter appealing—creating good copy and graphics. The newsletter still will be uniquely yours.

The purpose of this guide

The main purpose of this guide is to get you started. Take a minute to look through the sections so you know how it's organized. With a little bit of information about how to use style sheets, you should be on your way to creating attractive newsletters like those shown in this book.

Your first step is to choose a style sheet that meets your needs. Read the section *Selecting a style sheet*. When you're ready to learn how to use a style sheet, read *The Basic Steps* section.

There are two sections that will help you as you are creating your newsletter:

Tips on Using Style Sheets gives you many useful, very specific tips, sometimes referring to specific style sheets as examples.

Learning More provides information on creating mastheads and placing text.

Before You Begin

Hardware you need

- Apple IIe, IIc or IIgs computer with 128k memory
- Compatible printer (see Appendix for list)
- Mouse (optional)

Software you need

- Springboard Publisher
- Apple ProDOS

Springboard Publisher know-how

Before you use a style sheet, be sure you are familiar with the Springboard Publisher operations listed here. To review, look in the Springboard Publisher Reference manual.

Operation	Chapter title
Backing up/ Opening/Saving documents	Managing Documents
Entering/Selecting text	Word Processing
Importing text	Word Processing
Importing graphics	Graphics
Move/Resize/Create frames	Page Layout

Make a backup copy

Make a backup copy of the software using your favorite copy utility. Refer to your copy utility documentation if you need directions for making a backup. Once you have made a copy of Springboard Publisher Style Sheets, put the original in a safe place and work only with your backup.

Please do not give a copy of Springboard Publisher Style Sheets to anyone else: that is theft. You may make archival copies for the sole purpose of backing up our software and protecting your investment from loss. Unauthorized reproduction, transfer or use may be a criminal offense under federal, state or international copyright laws.

About Style Sheets

Each style sheet has a number of parts. The most basic ones may have only a few parts. The more complex will have many more parts. Here is a list of the parts included in one or more of the style sheets.

Style sheet parts

masthead	newsletter title
deckhead	text placed below a headline
ID	gives volume and issue numbers and date
caption	text to identify graphic
headline	the title of an article
pullquote	excerpt pulled from text
contents	titles and pages of articles in newsletter
jumpline	tells reader page number where rest of article is found
byline	author's name (either under headline or at end of article)
subhead	subtitle for one part of article
text	the words in the article
kicker	text just above headline (relates to the headline)
footer	text repeated at bottom of each page
header	text repeated at top of each page

Style sheet formats

Each style sheet part has been formatted for you. In other words, you don't have to set margins, decide space between columns, choose font, font sizes, and font styles, or determine whether to have justified or nonjustified text. These decisions were made for you when the style sheet was professionally designed.

Most of the time you may find the formats meet your needs. Now and then you may want to change the format of some part. You can change the format by using Springboard Publisher's pulldown menus. Keep in mind basic design principles when making changes and your style sheet will continue to look professional.

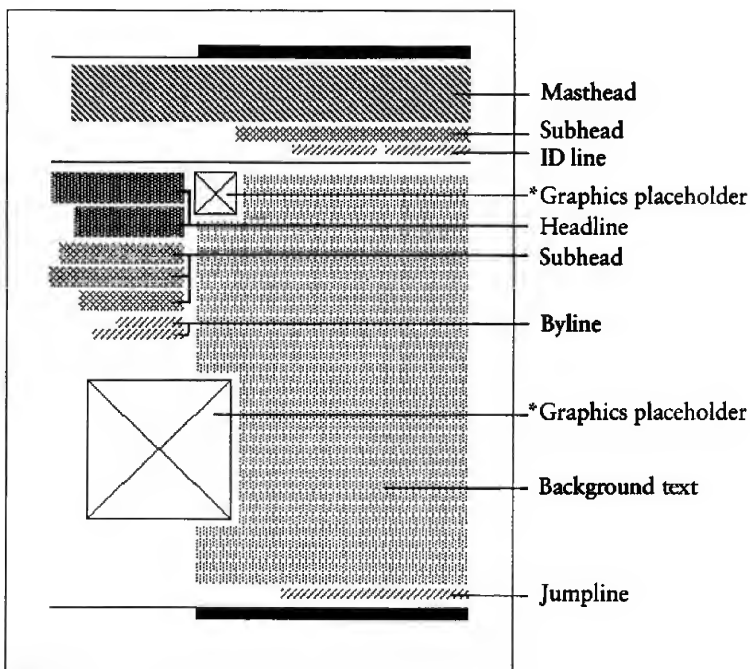
If you find you are making a lot of format changes, you might want to look for another style sheet that more closely matches your needs.

How to tell format

The templates show you what parts are included in each style sheet. To find out the format of the style sheet, open it and go into text mode. Then scroll down the style sheet. Each part has placeholder text indicating what the part is (masthead, headline, etc.) and the font and point size. To check other formatting details, use the pulldown menus.

A style sheet template

Here is the template for Style Sheet 22 with its parts labeled. Each style sheet is represented by a template in the back of the book. When you look at the templates, use the legend on the inside back cover to determine what parts are represented by the different fill patterns.

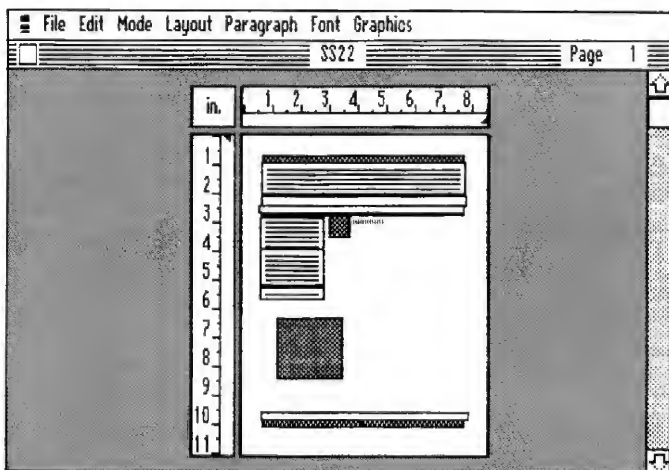


Template for Style Sheet 22. This style sheet also has a second and third page.

*Graphics placeholders show as text frames on the disk.

How a style sheet will look in page mode

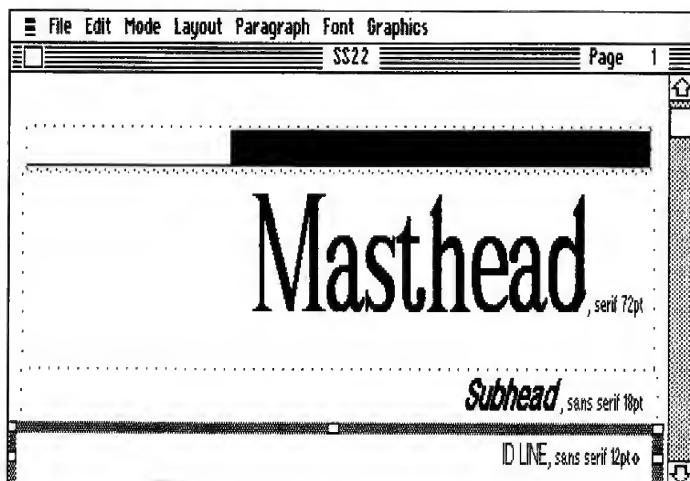
When you open a style sheet you see it in page mode. Here is Style Sheet 22 in page mode. The template for this style sheet was shown on the previous page.



Style Sheet 22 in page mode.

How a style sheet will look in text mode

This is how Style Sheet 22 looks when you begin working in text mode. The masthead portion of the page is shown. The masthead placeholder is entered in the actual font and point size.



Style Sheet 22 in text mode.

How the completed newsletter will look

After entering all text and graphics, this is the professional look you achieve with Style Sheet 22.

Client Advisory

News for the Serious Investor
Volume 1, Number 1 15 February 1988

Liability Insurance: Big problems for small businesses

BY STUART
SILVERSTONE

Carrying liability insurance is almost a liability in itself. The crisis in liability insurance is touching parks, schools, churches, doctors, and even small businesses across the nation.

Seemingly endless lawsuits have resulted in record numbers of claims. In 1984, an estimated 85.5 million private civil suits were brought before state courts, and another 150,000 before federal courts. Payouts for damages can be astronomical: one jury awarded nearly \$20 million to a woman who was paralyzed in an accident.

Premiums are rising at a phenomenal rate. One example: in 1985, the day care industry faced 300-500% premium increases for liability coverage. In some cases, insurance has become impossible to obtain at any price.

It goes without saying that the insurance industry has suffered from these developments. After years of fairly steady growth, the tide has turned. An estimated 40 property and casualty insurers became insolvent during 1984 and 1985.

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Continued on page two



A completed newsletter page using Style Sheet 22.

Selecting a style sheet

You need to do some planning before you select a style sheet.

Who is your audience? Do you want a highly professional look or a more informal look? These questions relate to the image you want your newsletter to present. For example, if your newsletter has a serious, formal tone, you will want to select a style sheet that matches that formality. Many business newsletters are designed to project this serious image. On the other hand, if your desired image is more casual, an informal design will be more satisfactory.

Think about the kinds of articles you will have and the type of graphics you might use. Will there be regular features, like news briefs or an editor's corner? Do you want a calendar of events? What kind of photos and artwork will you typically use? Make a list of the items that will usually be in your newsletter.

Size is another consideration. What size paper will your newsletter be printed on? (There is one style sheet for 8 ½ inch x 14 inch paper; all the rest are for 8 ½ inch x 11 inch paper.)

Now look at the templates in the back of the book to find a style sheet that most closely matches your needs.

How the style sheets are organized

The style sheets are organized into three groups: basic, medium, and complex.

As you move from the basic group to the complex group, the style sheets have more parts and more design elements. They tend to require greater skill in fitting text and graphics.

We recommend you begin with a style sheet from the basic group, become very comfortable using it, then try your wings with more complex style sheets.

The next few pages are examples of newsletters prepared with basic, medium, and complex style sheets, to show you what you can accomplish.

Style Sheet 4 was used to create this newsletter.

Weekly Journal

Volume I, Number 1

A Journal of Computer News and Trends

11 February 1988

Insurance costs drain business

BY SEYMORE APPLEBLOOM

Carrying liability insurance is almost a liability in itself. The crisis in liability insurance is touching parks, schools, churches, doctors, and even small businesses across the nation.

Seemingly endless lawsuits have resulted in record numbers of claims. In 1984, an estimated 16.8 million private civil suits were brought before state courts, and another 150,000 before federal courts. Payouts for damages can be astronomical: one jury awarded nearly \$20 million to a woman who was paralyzed in an accident.

Premiums are rising at a phenomenal rate. One example: in 1985, the day care industry faced 300-500% premium increases for liability coverage. In some cases, insurance has become impossible to obtain at any price.

It goes without saying that the insurance industry has suffered from these developments. After years of fairly steady growth, the tide has turned. An estimated 40 property and casualty insurers became insolvent during 1984 and 1985.

The small business owner can take steps to avoid threats posed by the insurance crunch. You may actually lose tax benefits if you use your IRA for capital gain investments such as real estate, mutual funds, or stock. If the value of your investment decreases, you can't deduct the loss.

Your corporation could be liable for taxation as a personal holding company if disproportionately large sums are reinvested—particularly if the operating arm of the business is not very profitable. The holding company tax becomes applicable if at least 60% of your corporation's gross income is earned passively through capital gains, dividends, interest or rent.

More and more businesses are opting to rent off-site storage space for their backup computer tapes or disks, as insurance against the possibility of destruction by casualty, theft, or sabotage. The storage company should agree by signed contract not to reveal your company's name.

*Small business owners can
take steps to avoid threats
posed by the insurance
crunch.*

Continued on page two

Style Sheet 9 was used to create this newsletter.

Notes from the Board

Local School Outscores National Average

Washington-Carver Does It Again

Washington-Carver students once again gain on the national mean as they move through grades 4, to 7 and 10. For example, Washington-Carver students outscore the national average in grade 7 reading by 1 year and 5 months, and by 10th grade are outscoring the national mean in reading by 2 years and 8 months.

Grade 4 mean scores are based on computation and capitalization skills and students are ahead of grade level usage, which tests a student's ability to express ideas correctly and effectively. "Overall, grade 4 scores provided an excellent measure of reading comprehension," said Principal Jim Engebretson.

Slight disparities exist from grade to grade regarding specific skill areas, however. Although grade 4 overall scores are not higher than national averages by as much as in grades 7 and 10, for example, the scores are higher overall in grade 10, mathematics scores (although higher than the national average) were significantly lower than in the past 10 years. Reading skills kept the overall

grade 10 scores high. In order to improve the grade 10 reading scores, we are considering more formal reading instruction after grade 6. It is possible, however, that the scores tracked are not entirely accurate. Several counselors who monitored the test-takers

continued on page 2

New Kindergarten Center Opens

The new kindergarten center will be opening on the fourteenth of December. The public is invited to look over our new facilities, and Principal Jim Engebretson will give a brief talk to all of the visitors present at the opening. The talk will explain the functions of the kindergarten center, and will be followed by a question and answer session during which Principal Engebretson hopes to clear up any questions that might still exist about the kindergarten center. The opening will begin at 4:00 pm the kindergarten center, 1285 Central Avenue

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Field Trip to Raines Art Gallery a Success	Page 3

Style Sheet 14 was used to create this newsletter.

Local district exceeds averages

BY ROBERT GONZALES

Washington-Carver students once again gain on the national mean as they move through grades 4 to 7 and 10.

For example, Washington-Carver students outscore the national average in grade 7 reading by 1 year and 5 months, and by 10th grade are outscoring the national mean in reading by 2 years and 3 months.

Grade 4 mean scores are based on



computation and capitalization skills, and students are ahead of grade level usage, which tests a student's ability to express ideas correctly and effectively.

NOTES FROM THE BOARD

Washington-Carver School Dist.

Volume III, Number 5

April 1988

"Overall, grade 4 scores provided an excellent measure of reading comprehension," said Principal Jim Engbretson.

Slight disparities exist from grade to grade regarding specific skill areas, however.

Although grade 4 overall scores are not higher than national averages by as much as in grades 7 and 10, for example, the scores are higher overall. In grade 10, mathematics scores

(although higher than the national average) were sig-

nificantly lower than in past years. Reading skills kept the overall grade 10 scores high.

In order to improve the grade 10 reading scores, we are considering more formal reading instruction after grade 6. It is possible, however, that the scores tracked are not entirely accurate. Several counselors who monitored the test-takers said they did not feel all students took the testing situation seriously.



Next year testing will occur in small groups in regular classrooms. Each teacher will explain the importance of the testing and how the results will be used; this may adjust for previous testing situations.

Students' attitudes in specific subject areas are much the same as last year. Students still feel mathematics is more important than reading and other studies. But slight disparities exist from grade to grade regarding specific skill areas, however.

Grade 4 mean scores are based on computation and capitalization skills, and students are ahead of grade level usage, which tests a student's ability to express ideas correctly and effectively.

Washington-Carver students outscored

Please see "TEST," page two

IN THIS ISSUE

Computer lab expanded Page 2

PTA meeting agenda Page 3

New kindergarten center opens Page 4

Style Sheet 23 was used to create this newsletter.

Volume XI, Number 8

Summer 1988

Train Collector

The Newsletter for Train Collectors

Believable scenery is crucial to a winning model train setup

BY ROXANNE SILVERSTONE



brush up with a few tips on materials and setup.

Making your scene believable is the key to a winning setup. Scenery elements can be divided into five basic groups: materials, angle, gappiness, detail, and consistency.

When planning what materials to use, always plan for consistent scale, natural colors and textures. Exact scale doesn't matter as long as a tree and a boulder aren't the same size, for example. It's also important to watch the color and texture of items in your train scene.

A smooth, bright blue lake is believable—a smooth, bright red train engine isn't.

Angle is important for believability also. Again, like exact scale, exact

this year's Wisconsin Convention special boxcar contest will emphasize details like scenery, so

angle isn't as important as realistic angle. Soil slopes at perhaps 30 degrees, for example—rock at 60. Watch your hillsides, cuts and fills.

Gappiness is improper seating. The foundations of all buildings should set firmly in the ground, rather than on it, for believability. The same is true of boulders.

Detail can be carried to extremes. Average detail is more impressive than abundant detail—again, it's more believable. And finally, in all these elements consistency is the key. Water is always level, grass rarely resembles indoor-outdoor carpeting, and trains fit the tracks. Take your tips from mother nature, she'll bring you a true winner.

The Train Collector's boxcar contest will be held June 23 during the Wisconsin Collectors' Convention. Prizes ranging from \$100 to \$500 will be awarded for the best



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Style Sheet 31 was used to create this newsletter.

Client Advisory

*News for the
Serious Investor*

Volume 10,
Issue 4

August 14, 1988

Liability insurance drains small businesses

BY WALTER MORRISON

Carrying liability insurance is almost a liability in itself. The crisis in liability insurance is touching parks, schools, churches, doctors, and even small businesses across the nation.

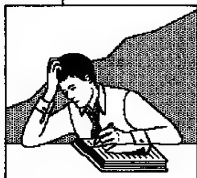
Seemingly endless lawsuits have resulted in record numbers of claims. In 1984, an estimated 16.6 million private civil suits were brought before state courts, and another 150,000 before federal courts. Payouts for damages can be astronomical: one jury awarded nearly \$20 million to a woman who was paralyzed in an accident. Premiums are rising at a phenomenal rate. One example: In 1985, the day care industry faced 300-500% premium increases for liability coverage. In some cases, insurance has become impossible to obtain at any price.

It goes without saying that the insurance industry has suffered from these developments. After years of fairly steady growth, the tide has turned. An estimated 40 property and casualty insurers became insolvent during 1984 and 1985.

The small business owner can take steps to avoid threats posed by the insurance crunch. Ask your insurance agent how you can limit your liability costs.

Seemingly endless lawsuits have resulted in record numbers of claims. In 1984, an estimated 16.6 million private civil suits were brought before state courts, and another 150,000 before fed-

*Small business
owners can take
steps to avoid
threats posed by
the insurance
crunch*



Continued on page two

In this issue of *Client Advisory*

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The Basic Steps

Eight basic steps to follow when using style sheets are listed below. Each step is described on the pages that follow.

- Step 1** Plan your layout.
- Step 2** Open the style sheet and save it under another filename.
- Step 3** Replace placeholders that are standard features or have a fixed position on the page.
- Step 4** Enter the lead article and related parts (graphics, pullquote, etc.)
- Step 5** Fit the text and/or graphics of the lead article.
- Step 6** Enter other articles and features, one at a time.
- Step 7** Proofread and make corrections.
- Step 8** Print the newsletter.

The Basic Steps Explained

Step 1 Plan your layout.

Before you open a style sheet, gather together the items you will enter in your newsletter. Typewritten articles make it easier for you to estimate space requirements.

Think about where you want to place each item. If you want to use a pullquote, identify text. If you will import text or graphics, be sure you have those files handy, and make sure any document files are Springboard Publisher files.

Step 2 Open the style sheet and save it under another filename.

- 1 Start Springboard Publisher.
- 2 Choose the *Open* command from the File menu.
- 3 Insert the Springboard Publisher Style Sheets disk. Then click the *New Disk* button.
- 4 Choose the desired style sheet. The page layout for the style sheet appears on the screen in page mode.
- 5 Insert a data disk. (After opening the style sheet, you can replace the style sheets disk with a data disk.)
- 6 Choose the *Save As* command. Click on *New Disk*. Now enter the filename for your newsletter.

Whenever you want to modify a style sheet, follow the same steps: open it and save to another filename.

Step 3 Replace placeholders which are standard features from issue to issue or which have a fixed position on the page.

Standard features are those items you want in the same spot in each issue. Typically, they are: masthead, ID line, table of contents, subtitle of newsletter. You may have other standard features such as news briefs or editor's corner.

When replacing placeholders, do the following:

- 1 While in page mode, select the style sheet part where you want to begin working. Usually this will be the frame near the top which holds the masthead.
- 2 Select the mode you want to work in. Choose either *Text* or *Graphics* from the Mode menu. Most mastheads on the style sheets were designed to be text frames. Therefore, you will usually begin working in text mode.
- 3 Enter standard parts that are in text frames. It is generally more efficient to work in this order: masthead, ID line, table of contents, and any other features needing standard placement.

To replace a placeholder, select it and enter your own text. Whatever you enter will be formatted like the placeholder.

If your newsletter has a table of contents, enter the names of articles and features so that the correct amount of space is held. Later come back to this area and enter page numbers.

- 4 Enter standard parts that you want in graphics frames. On the templates, ideal areas for graphics are shown by a frame with an X. On the style sheet itself, text frames serve as placeholders for graphics frames. If you want to insert a graphic, define a graphics frame. Use the placeholder text frame as a guide for size and placement. (You simply overlay a graphics frame; this works best if the text frame is not selected.) Next send the graphics frame to the back using the *Send to Back* command on the Layout menu. Then select and clear the text frame. Now enter your graphics in the newly created graphics frame.

Before you go on, if you use the *Save As* command and save to another filename, you have some of the initial work done for your next issue! If you do this, there will be no need to start from scratch again for each issue. You will just make some minor changes to ID line, Table of Contents, etc., and then you will be ready to enter your articles.

Step 4 Enter the lead article and related parts.

Replace the placeholders related to the main article in this order: headline, text, graphics (if any), jumpline.

You can either enter article text directly or paste it from another Springboard Publisher document file.

Create your own graphics or import them from Works of Art or other sources. Remember, placeholder frames—shown on the templates as a frame with a large X—indicate excellent places for graphics. Replace the placeholder frame with a graphics frame by following the directions just described in Step 3.

On some style sheets several parts are all within the same text frame. For example, the jumpline placeholder often is positioned near the top of the text frame. You enter text above it, and the text pushes it down the page. When you finish entering text, if you don't need the jumpline simply delete the placeholder. Or, replace it with appropriate text.

On other style sheets most parts are within separate frames. If you don't want to use a part, simply select and delete it. Before deleting, however, think about what the design will be like without that part. Try to keep the design intact whenever possible.

Step 5 Fit the text and/or graphics of the lead article.

Before moving on to the next article (if there is more than one article on your page), be sure the text and graphics fit, and make necessary adjustments. It is easier to fit one article before moving to the next.

Suggestions for fitting text and graphics are included in the sections called *Tips for Using Style Sheets* and *Learning More*.

Step 6 Enter other articles and features, one at a time.

Enter text—and then related graphics—for one article at a time. This allows you to adjust when text or graphics do not fit the space. Also, it enables you to see if you need to use a jumpline.

Step 7 Proofread and make corrections.

Step 8 Print the newsletter.

Tips on Using Style Sheets

The tips below sometimes mention specific style sheets, but they often apply to other style sheets as well. Remember, too, if you like a feature on one style sheet, you can copy it and use it on another. As you work with the style sheets you will do this more and more. They were designed to be used this way!

Using two- and three-page spreads

Newsletters that are printed generally have what is known as a two-page spread. Pages two and three, four and five, and so on, are seen together. Layouts for second and third pages are included with Style Sheets 10, 18, 22, and 30.

If you don't require spreads, you can use page three for all pages other than the front page.

Converting a style sheet from single page to multiple pages

Modify the first page by doing the following:

- 1 Open the style sheet and use the *Save As* command to save it as the second page of your document.
- 2 Remove the masthead.
- 3 Remove the parts that are unique to the first page.
- 4 Stretch text columns or text frames to fill out the whole page.
- 5 Stretch vertical ruled lines.
- 6 In more complex style sheets, copy parts that carry a unique design from page to page.

Copying a page to use in a multiple-page newsletter

Estimate the number of pages you will have in your newsletter. After creating page two, choose the *Select Page* command. Then use the *Copy* and *Paste* commands to create as many additional pages as you think you will need.

Using initial letters

On some style sheets a larger initial letter begins a paragraph. For example, Style Sheet 13 has one graphics placeholder intended for an initial letter. Graphics frames work better for initial letters. Create a graphics frame to replace the text frame that is a graphics placeholder. Then, to make more initial letter frames, simply copy the graphics frame to other paragraph beginnings. This provides a nice visual break so the page looks more interesting.

Experiment with the use of initial letters. If you find that using them for every paragraph is not effective, use them for every second or third paragraph. Or, if there are several small articles on a page, begin each article with an initial letter.

Create an initial letter in a graphics frame. Position the frame so its top is aligned with the top of the adjoining line of text.

Substituting

One way to be creative in the use of the style sheets, without changing the basic design, is to place a part in a space allotted another part.

For example, many style sheets include a table of contents. If you don't want a table of contents, you can use this space for some other regular feature—news briefs or announcements, for example. The space could also be used for a graphic.

Adjusting size of frames

Some style sheets have stacked frames (frame on top of frame). If you need to adjust the size of the frames, you must work from top frame to bottom frame.

A Table of Contents text frame often requires adjustment to allow you to include all article titles.

Adding articles to a one-article style sheet

You may have more than one article that you want to place on a page, but the style sheet is designed to hold only one article. To add an article, create a text frame for it. Enter your headline text first. Use a smaller type size than the main headline, but use the same font and style. Then enter your article text. Finally, if needed, add a jumpline.

Using a framed side column

A side column on a style sheet (Style Sheet 30, for example) can be used for pullquotes, article summaries, or graphics. It provides a consistent design from one page to another when it occurs on a multiple-page spread, even though the copy within it varies from page to page.

Creating an irregular page bottom

Small text frames can be inserted at the bottom of each column on a multi-column page to create an irregular bottom. This helps create an informal look. This is done for you on Style Sheets 8 and 11. The text frames may be adjusted to meet your needs.

This is also a technique to use when your copy does not quite fill the page and you don't want all of the unfilled space to be at the bottom of the right-hand column.

Aligning text horizontally

To align columns of text horizontally, place a ruler on your monitor and use it to follow the scan lines.

Centering vertical lines

Working in page mode, make the vertical line the desired width. Select it and cut it. When you paste it, it will be pasted into the center of the screen. This is an easy way to determine where the exact page center is.

Changing type style

If you want to use a type style which differs from the style sheet format, we recommend that you enter the text using the existing format. Then select the text and make the type style change.

Adding graphics

Add graphics after entering text.

You can import graphics or create your own. Decide where you want graphics and create graphics frames.

As we mentioned earlier, on the templates good areas for graphics show as frames with a large X. (On the disk these areas show as text frames; the text frame is a placeholder.)

On the style sheet, use the frame placeholder as a guide when creating a graphics frame. (Create the graphics frame right on top of the placeholder text frame). After creating the graphics frame, use the *Send to Back* command from the Layout menu. Now the placeholder text frame is on top again. Select and delete it.

Here's how to import a graphic:

- 1 Copy the art to your clipboard.
- 2 Select the frame where you will place the art.
- 3 Pull down the Edit menu and click on *Paste*.
- 4 Make adjustments.
- 5 Save.

Fitting graphics in frames

It is sometimes difficult to know whether a graphic will be the right size for a frame. You may need to adjust it. Remember, a text frame inserted on a style sheet as a placeholder for a graphics frame is a size that works well with the style sheet design. Keep the graphics frame as close as possible to the size of the placeholder text frame.

If the art is too big, crop it. If it is too small, enlarge it.

Fitting text in small frames

When you enter text in a small frame, sometimes your frame looks big enough for the text but, in fact, it is just a bit smaller than it needs to be to accommodate the point size you are using. When this is true, the text that you enter simply disappears. If this happens, adjust the size of your frame a very tiny amount. (A one-pixel adjustment is generally all that is needed.)

Learning More

Creating a masthead

The masthead plays a very important role. It tells the newsletter name, and it suggests image. By itself it can give the audience an idea of content and philosophy.

Each style sheet has a masthead. However, you are not limited to the one on the style sheet you choose. You can modify it, create one of your own, or use one already created for your newsletter.

If you are creating your own masthead, follow these steps:

- 1 Choose a font. Experiment with type style and size.
- 2 Experiment with capitalization. How does the name look in all capital letters (uppercase)? In upper- and lowercase? In lowercase only? With spacing between letters (using the letter-spacing feature)?
- 3 Experiment with placement. For a formal look, try centering. For an informal look, see how it looks when it is even with the left column, or even with the right column.
- 4 Add graphics, if desired. If you want to include a logo or other graphics, import the graphic. (You can create graphics in Springboard Publisher's graphics mode, then import to your style sheet.) Experiment with placement of the graphics.
- 5 Save each sample you like to a file. Then compare samples and decide which one to use.

Using an existing masthead

If you already have a masthead to use on the newsletter, there are three possible ways to do this:

Paste a masthead from another document.

- 1 Copy the masthead to your clipboard.
- 2 Open the style sheet.
- 3 Select the masthead placeholder and clear it. (Use *Clear*, not *Cut*. *Cut* will remove what is on the clipboard.)
- 4 Paste the masthead from clipboard.
- 5 Position the frame.
- 6 Save.

Use a scanner to convert the artwork to a graphics file.

- 1 Scan the artwork to a graphics file.
- 2 Open the style sheet.
- 3 Clear the masthead placeholder.
- 4 Import the scanned artwork.
- 5 Position it.
- 6 Save.

Add the masthead just before copying the newsletter.

Print a copy of the newsletter without the masthead. Then paste on the masthead and make copies.

Pasting text

If the text is not in a Springboard Publisher document:

Convert the document to a Springboard Publisher document by following the directions for importing text from other applications found in the Word Processing section of the Springboard Publisher Reference manual. After converting the text, follow the steps below.

If the text is in a Springboard Publisher document:

- 1 Open the other document.
- 2 Select text to copy.
- 3 Copy.
- 4 Close—don't save.
- 5 Open the style sheet.
- 6 Select the placeholder.
- 7 Paste the text.

Fitting text

Fitting text is easy when the articles have the right number of words. More often, articles will be too long or too short and you will have to make some changes.

The space an article needs depends on its character count. Six characters is used as the average character count for a word (five characters per word plus one space between words). To decide if an article will fit the space where you want it, do this:

- 1 Count the words in the article and multiply by 6. This gives you an estimated character count for the article.
- 2 On your style sheet, enter a line of text the width of a text column and count the characters (including spaces) in that line.
- 3 Press [Return] repeatedly and determine how many lines there are in the longest text column. Multiply the number of lines times the number of characters per line. This gives you the number of characters per column.

- 4 Multiply the number of columns by the characters per column. (In some cases you will have only one column. In others you might have two or two and one-half columns. If a column is partly occupied by some other feature, estimate the fraction of the column available and use that figure when estimating character count.)
- 5 Compare the estimated character count on the style sheet space with the character count for your article. If the two are close (within 5%), go ahead and enter the text.
- 6 If the character count is not close, think about how you might make the article fit. You can alter the text, graphics, or format to make copy fit.

Adjusting text

The simplest thing to do is to adjust the text. This changes the style sheet design the least. If you can't change the length of the article, then look at other possibilities.

This chart summarizes some things you can do to make copy fit:

Changes	If the article is too long	If the article is too short
Text	Shorten it. Continue it on another page.	Add pullquote. Use ragged bottom margin.
Graphics	Crop artwork. (Keep same column width.)	Enlarge graphics frame. Enlarge artwork to fit frame. (Keep same column width.)
Format	Reduce space between lines (custom-spacing). Reduce character spacing.	Increase space between lines (custom spacing). Add space above headline.

What about changing font size?

Try to avoid changing font size to make an article fit. It is tempting; it seems like an easy solution. However, this might change the look of the newsletter. If the font is too small the article might be difficult to read. If it is too large, it might seem more important than other articles. The proportion of the page might change, and the page might seem unbalanced

Other tips on fitting copy

- 1 Plan ahead. Know the approximate character count for each of the article spaces on your style sheet.
- 2 When you ask someone to write an article, tell them how many words you want in it.
- 3 Save an article for another issue.
- 4 Be flexible and enjoy the process.

Style Sheet Templates

The pages that follow show representations of each style sheet in template format. The templates are divided into three groups:

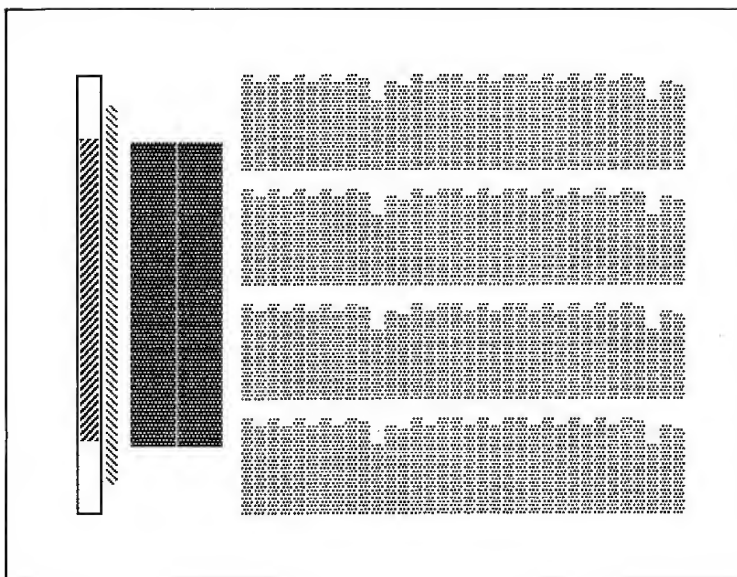
- **Basic** (Style Sheets 1-10)
- **Medium** (Style Sheets 11-22)
- **Complex** (Style Sheets 23-36)

Included in the complex group are two special style sheets: Style Sheet 35, which has a place for mailing information, and Style Sheet 36, which is for a newsletter that is an 8½ inch x 14 inch format. (All other style sheets are 8½ inch x 11 inch.)

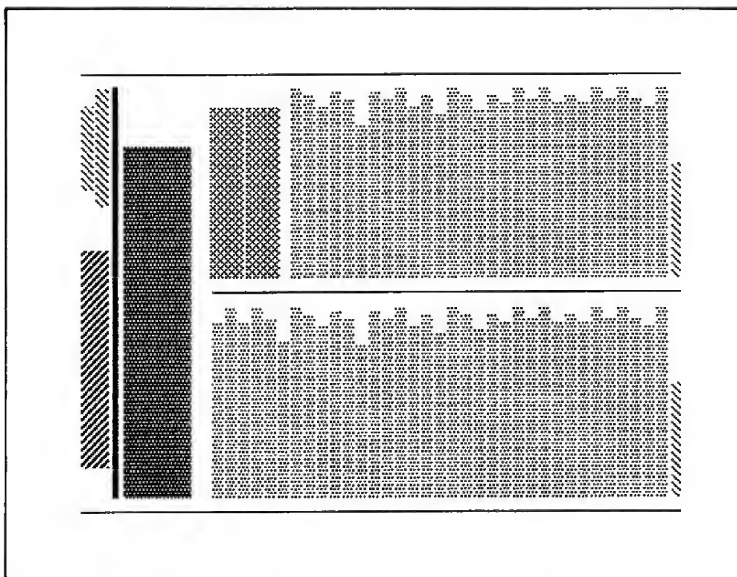
After selecting a style sheet, jot down its number. Then when you load the Style Sheets disk, select this number from the directory.

Refer to the legend on the inside back cover to identify the style sheet parts. Each part is represented by a different fill pattern.

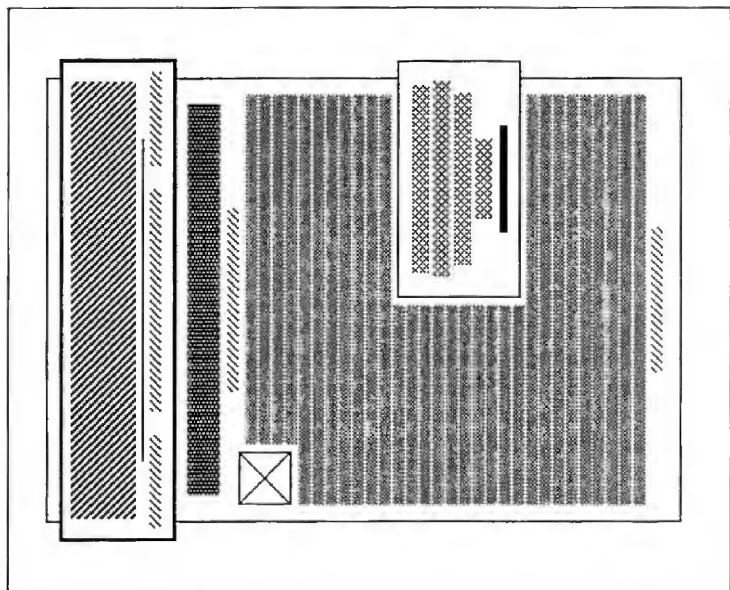
Style Sheet 2



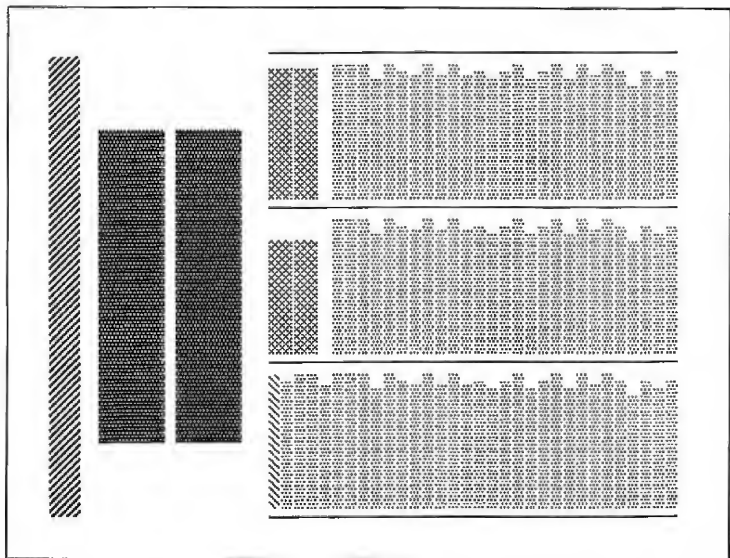
Style Sheet 1



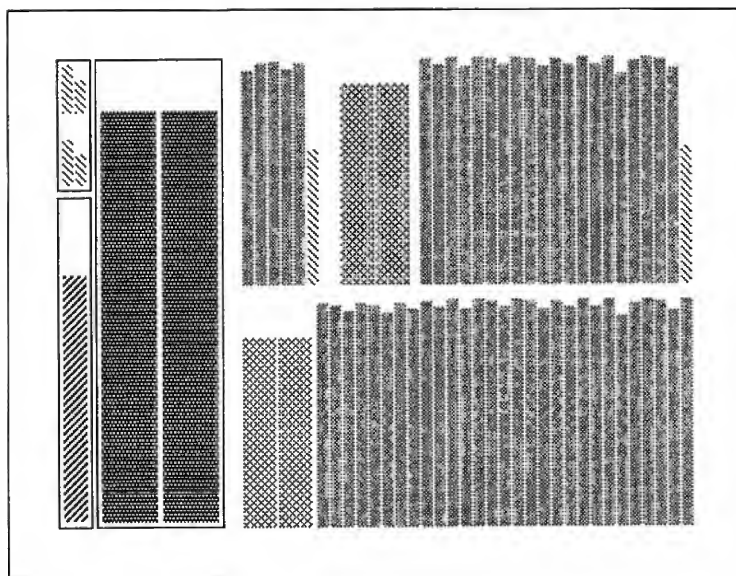
Style Sheet 4



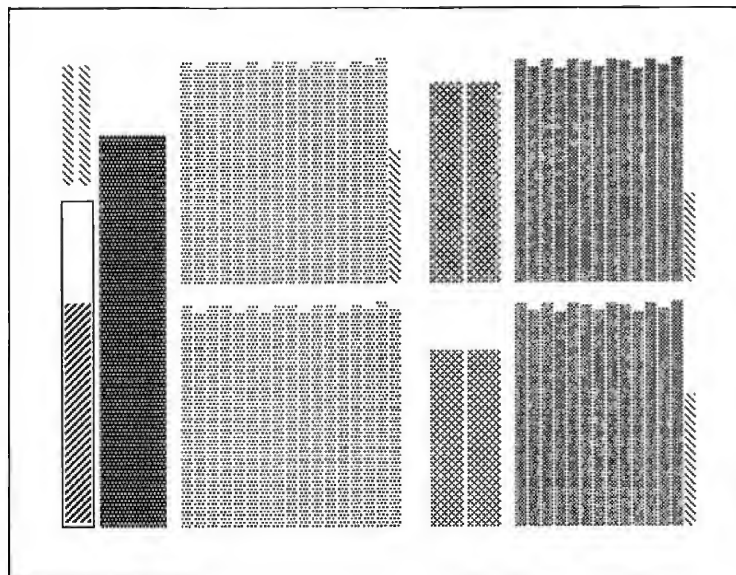
Style Sheet 3



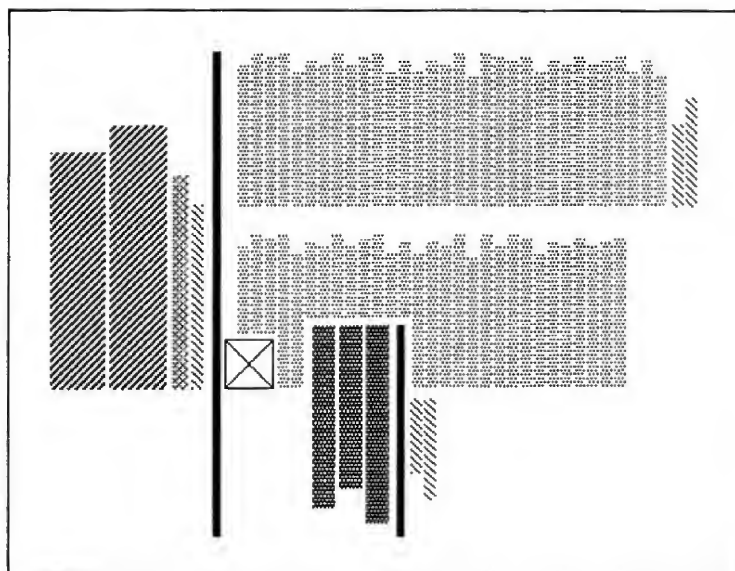
Style Sheet 6



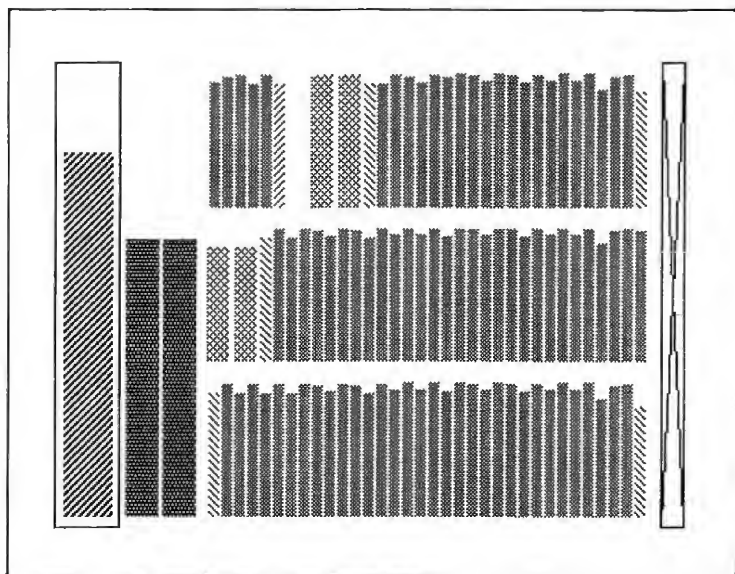
Style Sheet 5



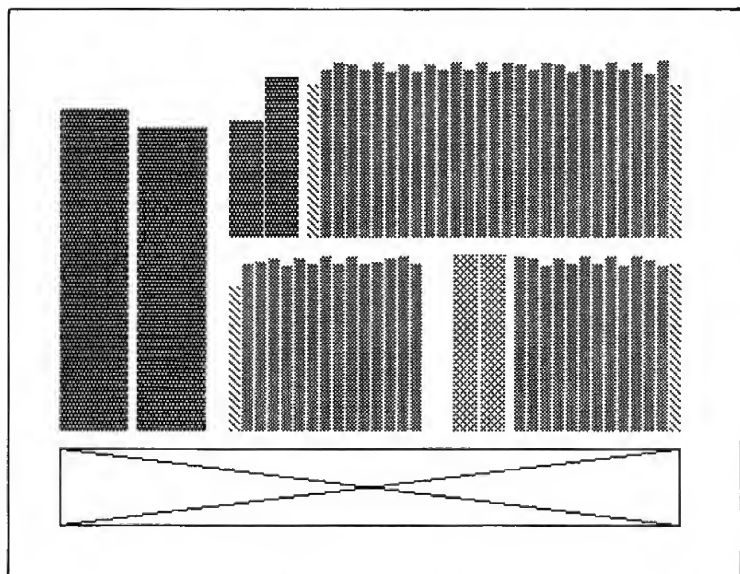
Style Sheet 8



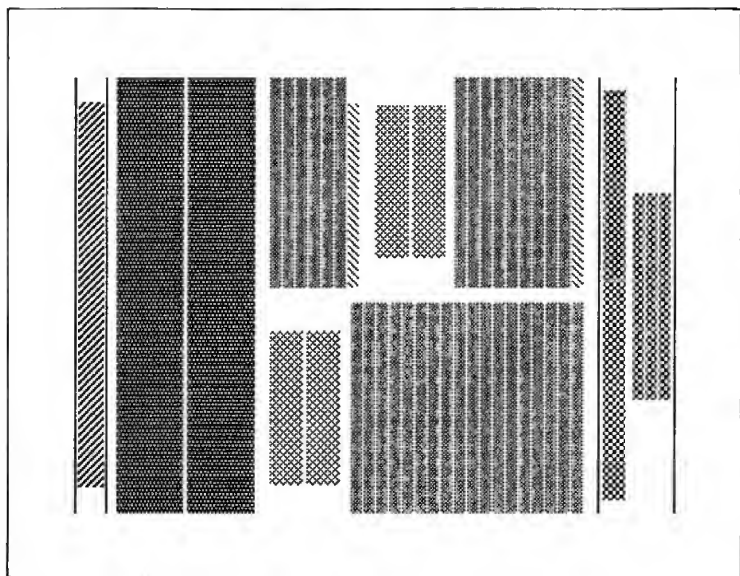
Style Sheet 7



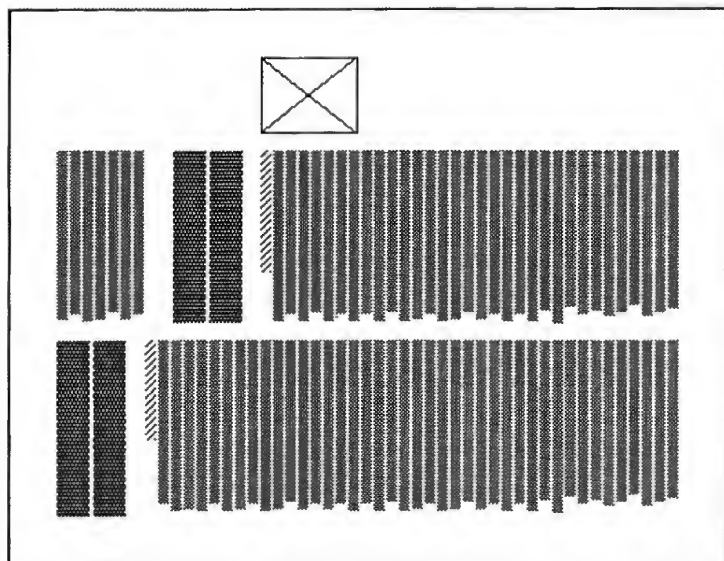
Style Sheet 10 (page one)



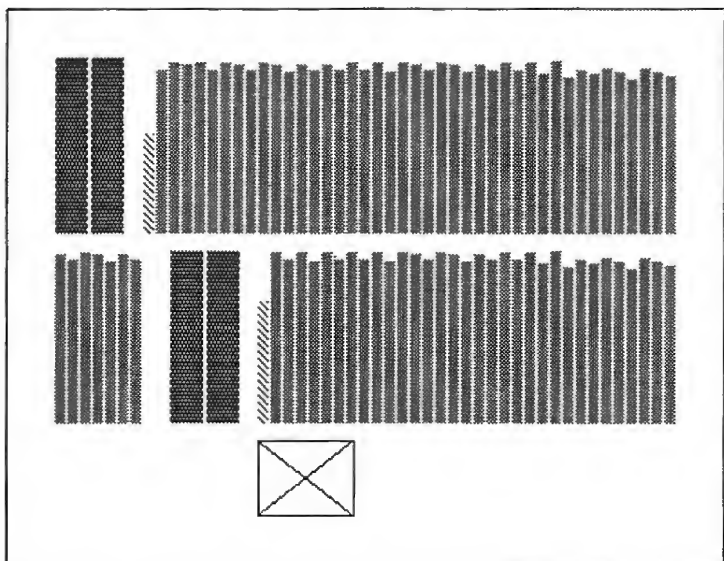
Style Sheet 9



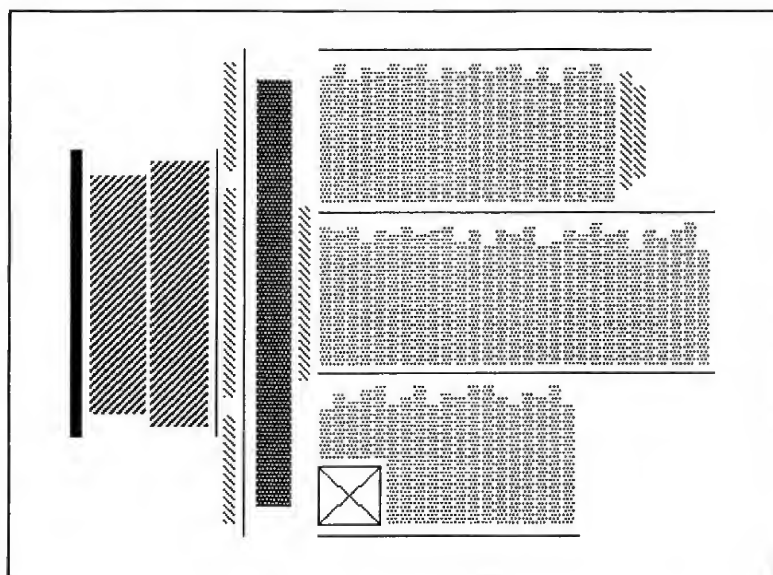
Style Sheet 10 (page three)



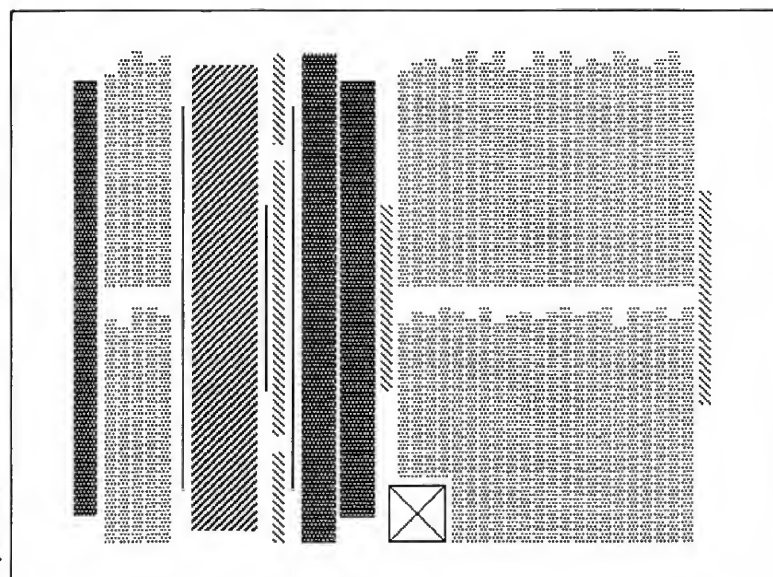
Style Sheet 10 (page two)



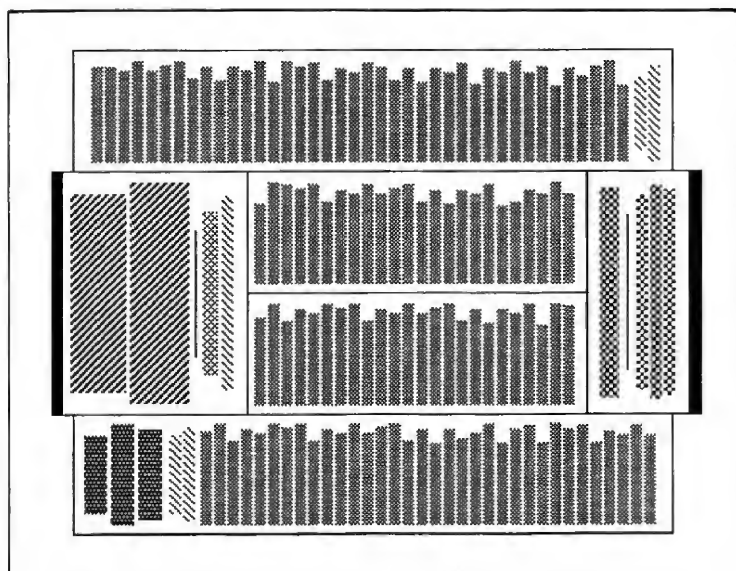
Style Sheet 11



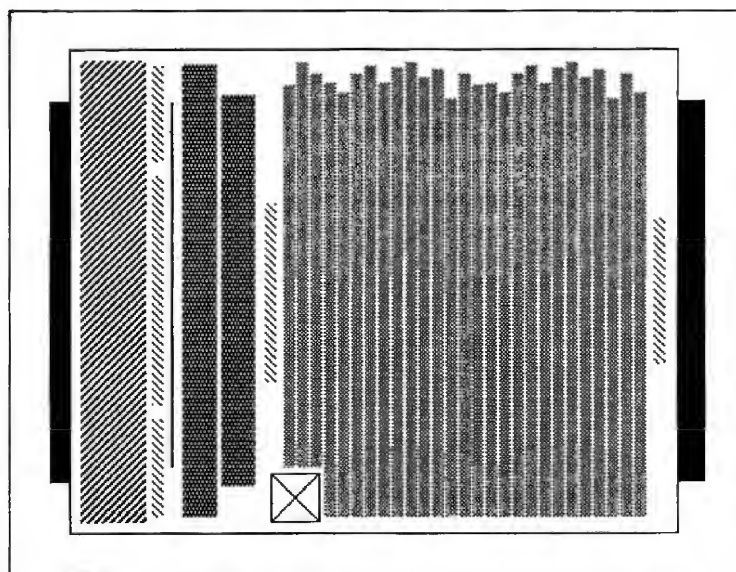
Style Sheet 12



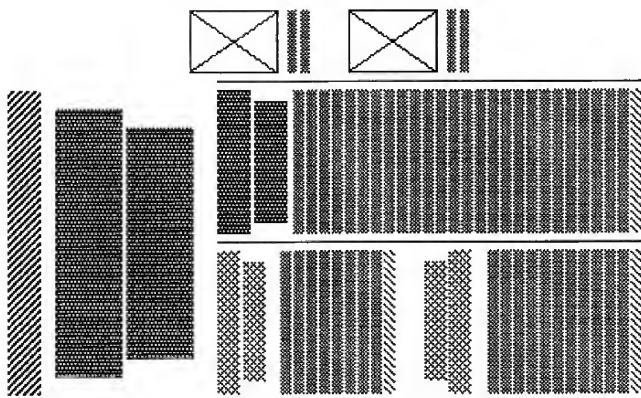
Style Sheet 14



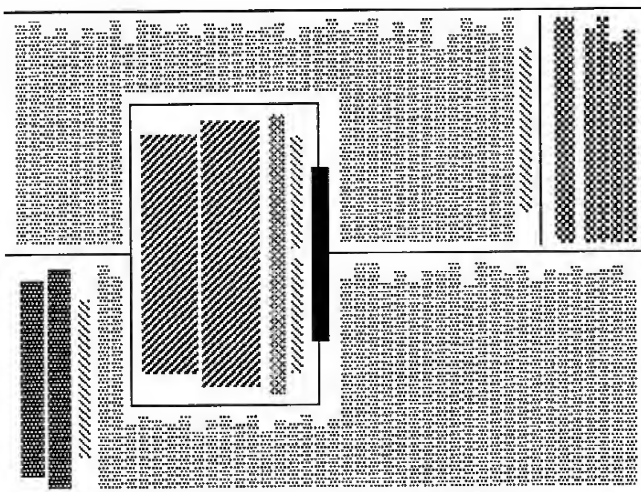
Style Sheet 13



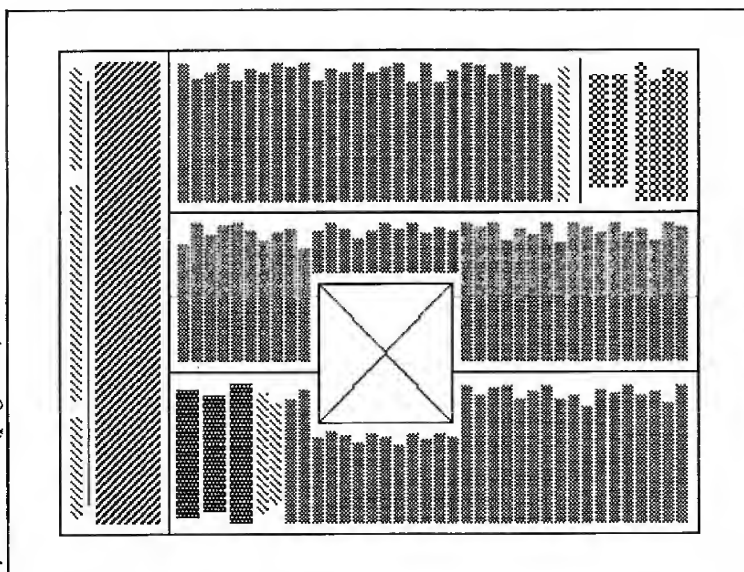
Style Sheet 16



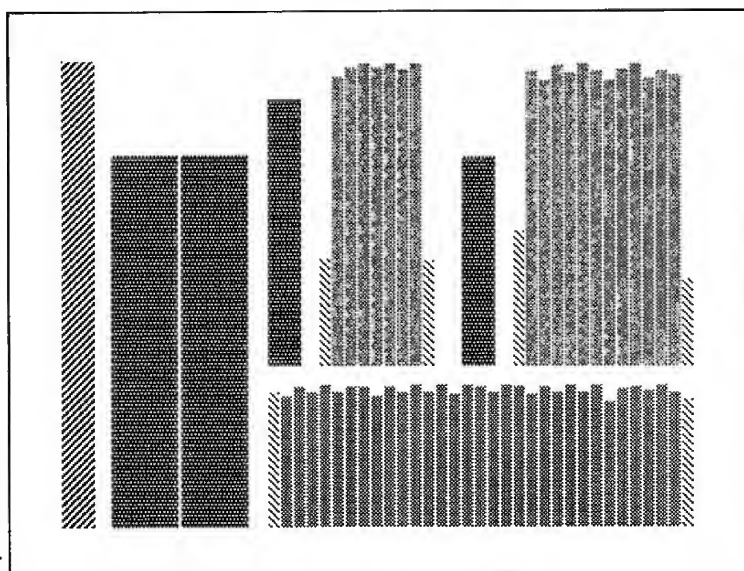
Style Sheet 15



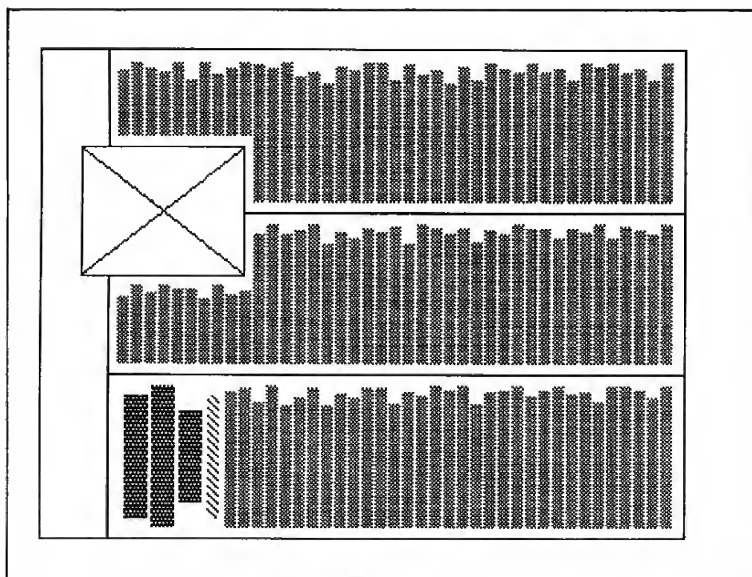
Style Sheet 18 (page one)



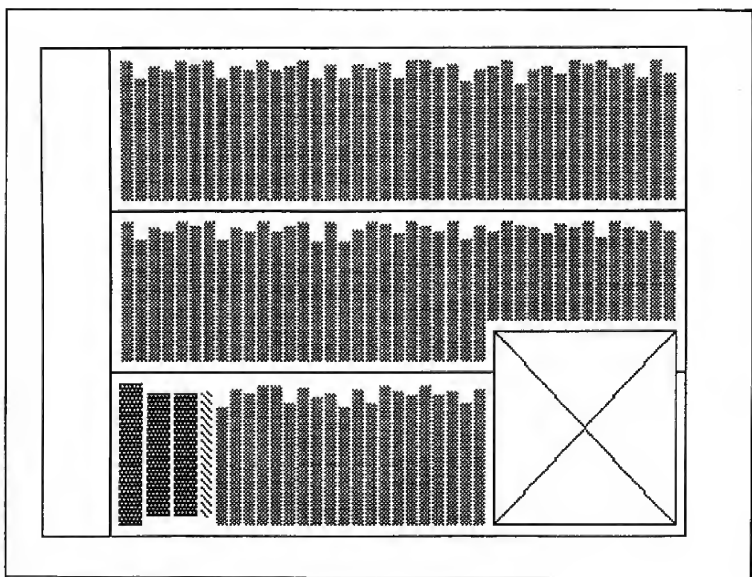
Style Sheet 17



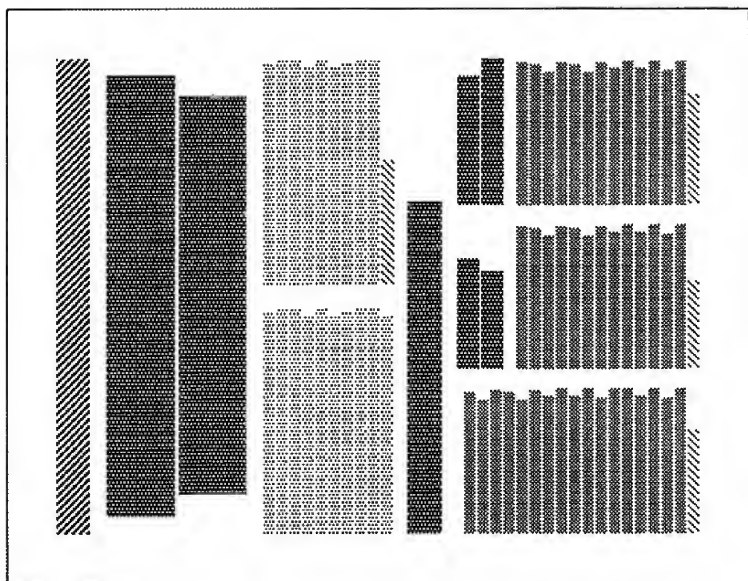
Style Sheet 18 (page three)



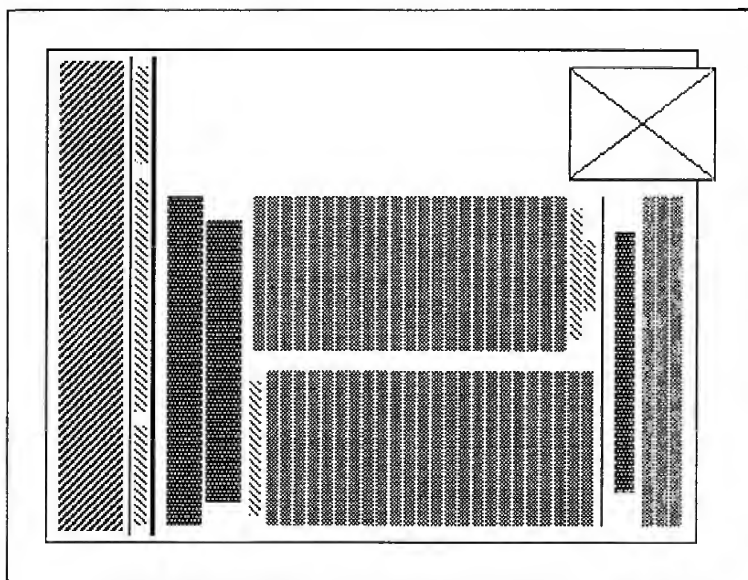
Style Sheet 18 (page two)



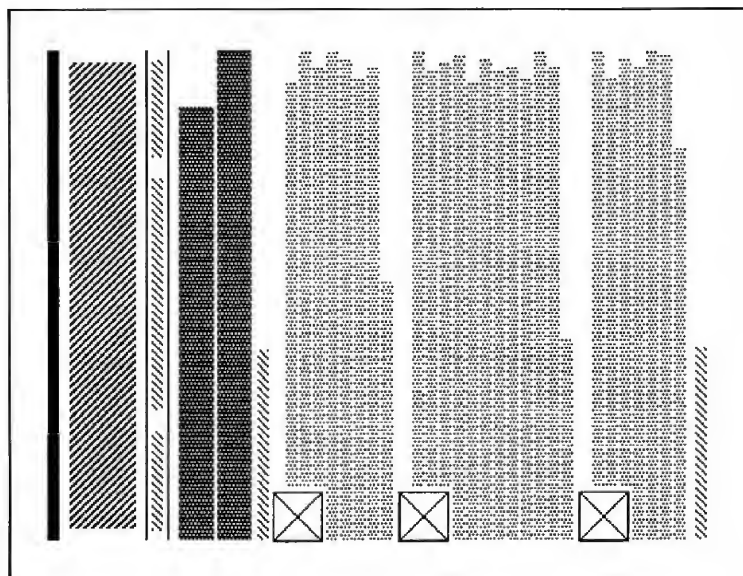
Style Sheet 20



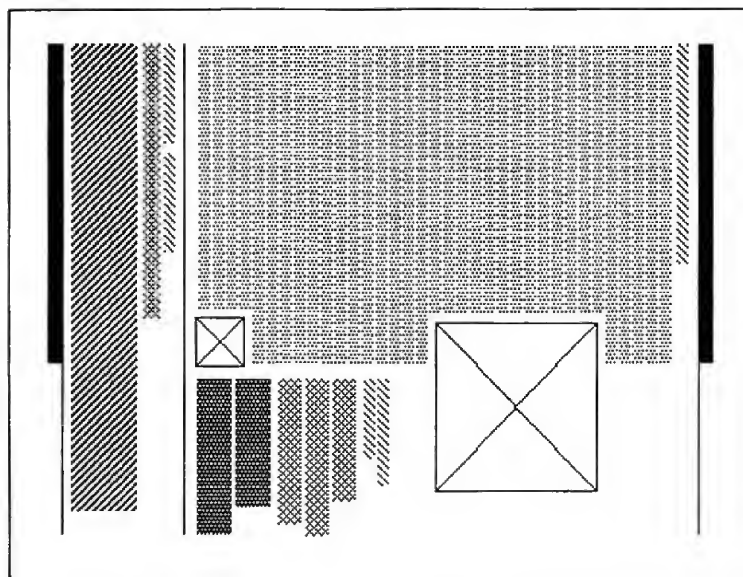
Style Sheet 19



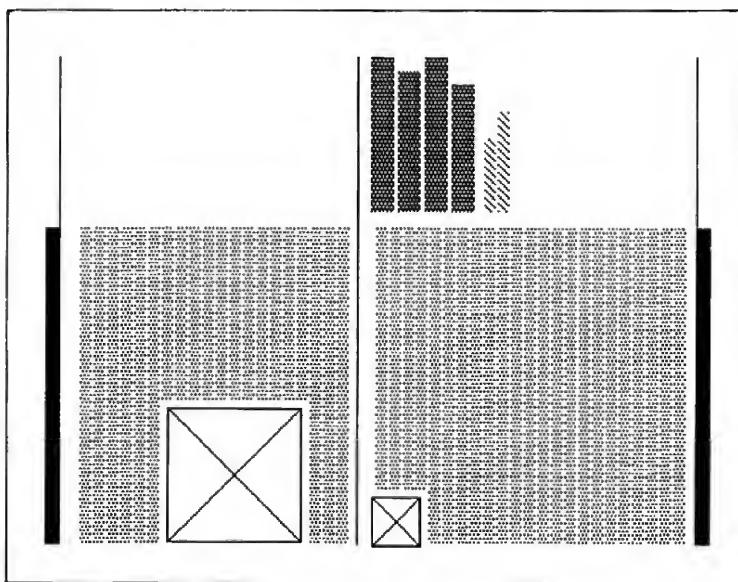
Style Sheet 21



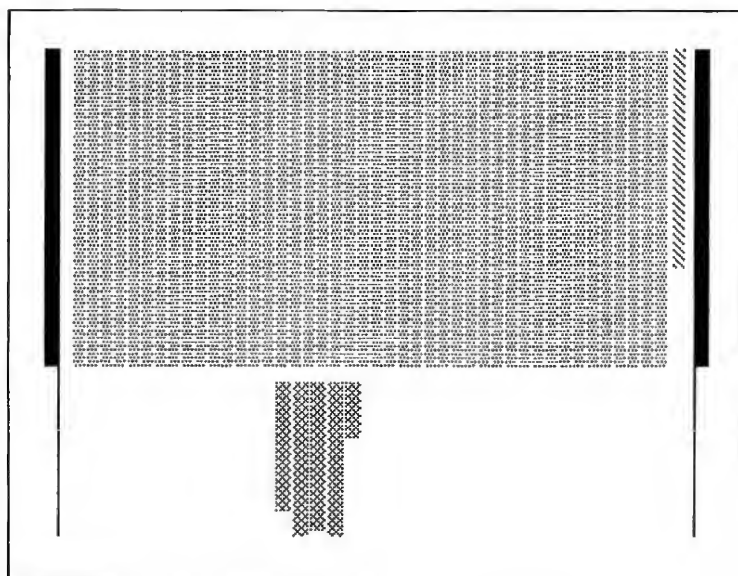
Style Sheet 22 (page one)



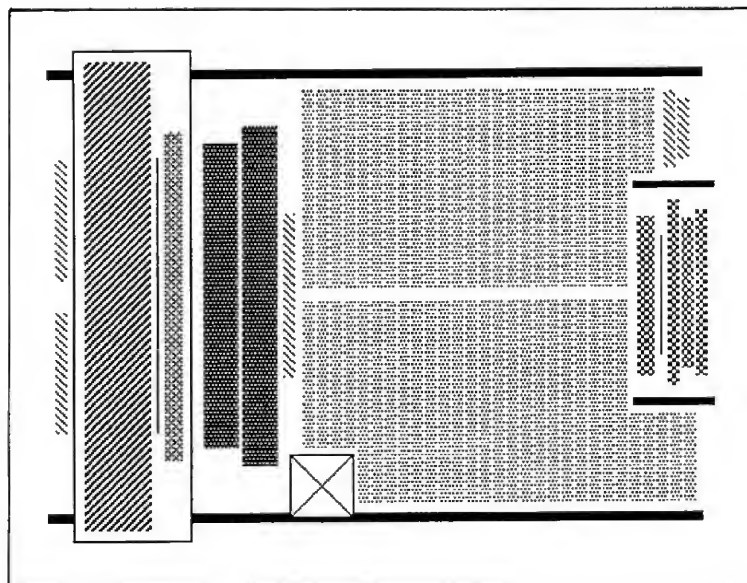
Style Sheet 22 (page two)



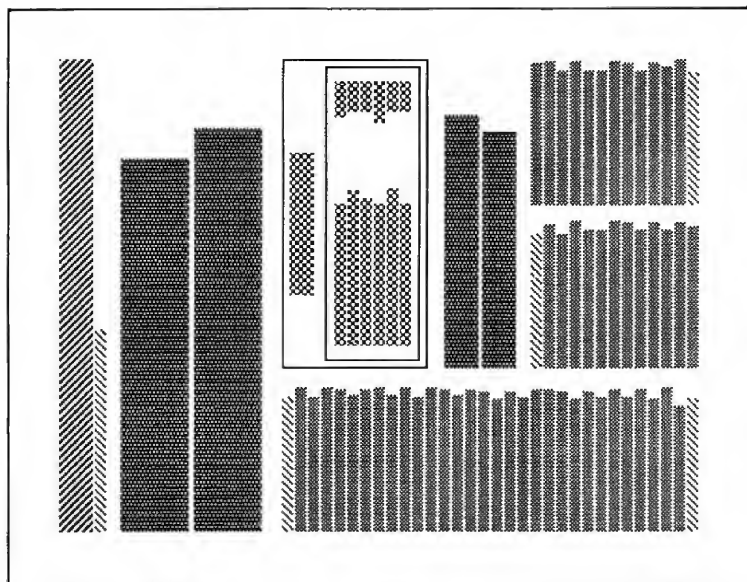
Style Sheet 22 (page three)



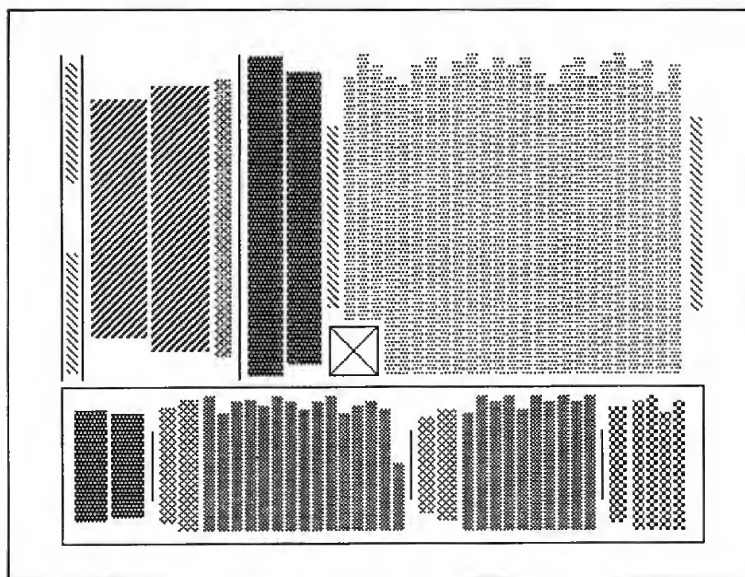
Style Sheet 23



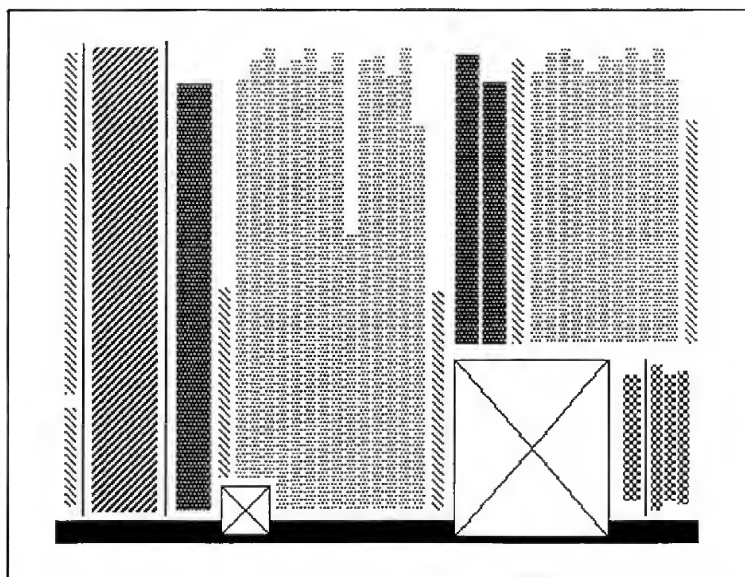
Style Sheet 24



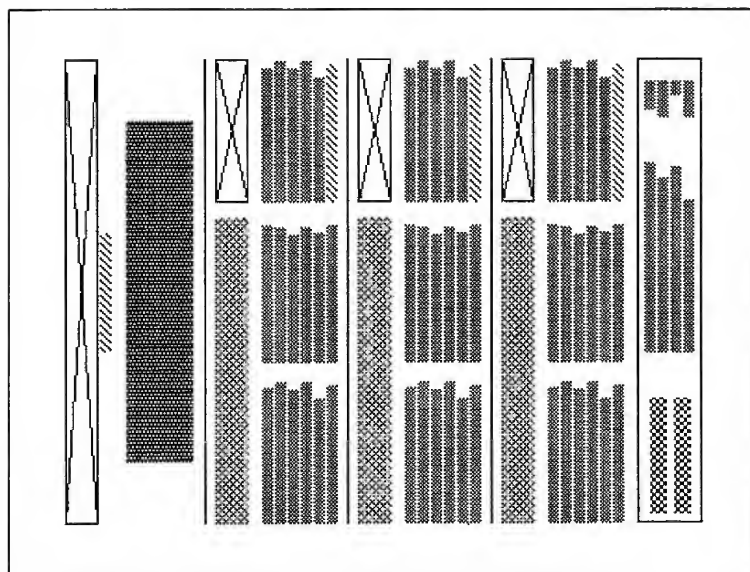
Style Sheet 26



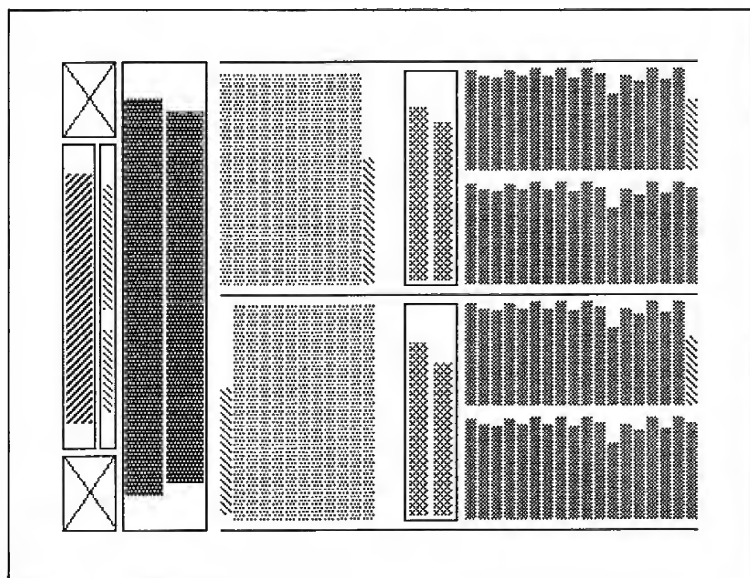
Style Sheet 25



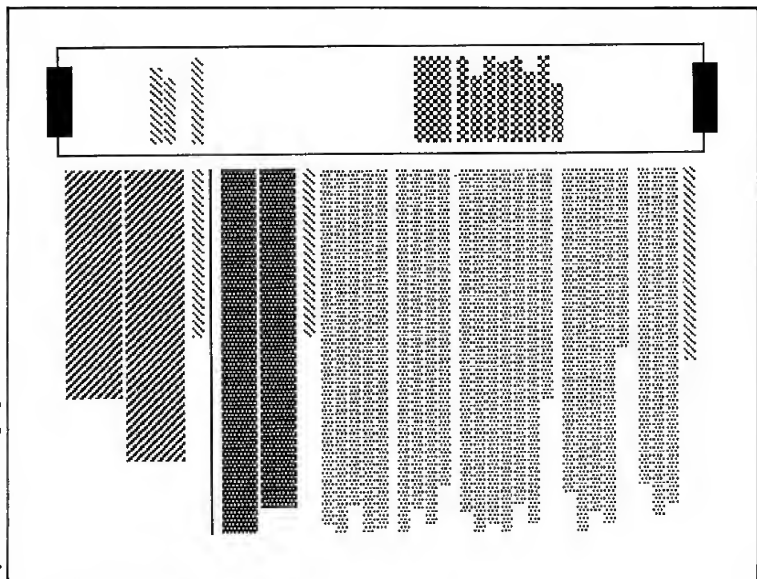
Style Sheet 28



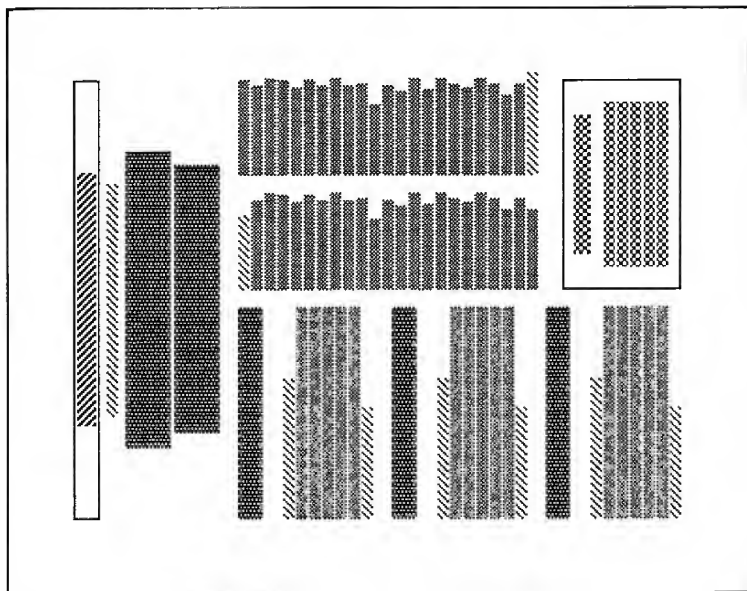
Style Sheet 27



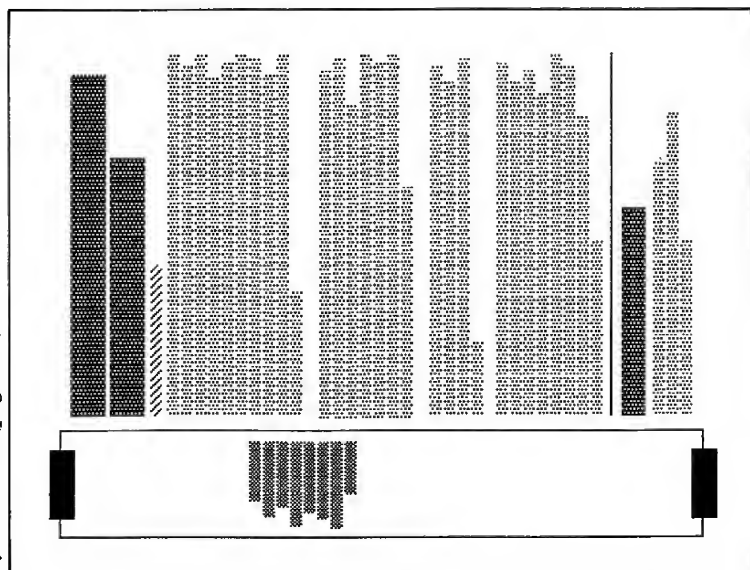
Style Sheet 30 (page one)



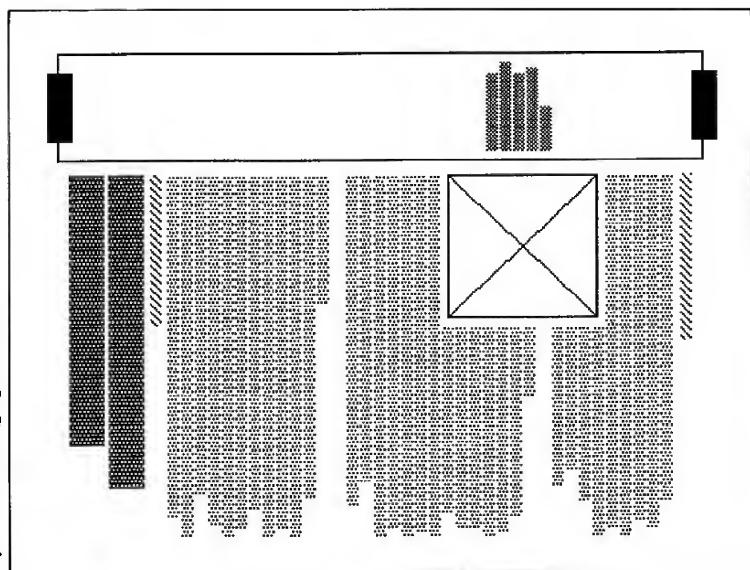
Style Sheet 29



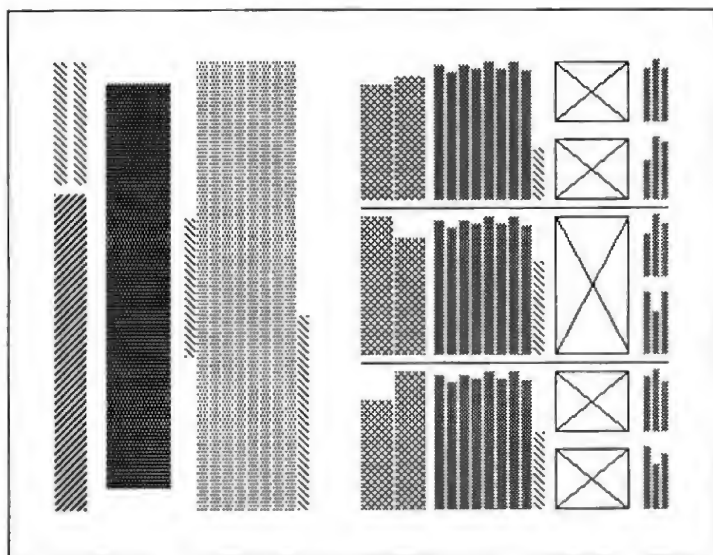
Style Sheet 30 (page two)



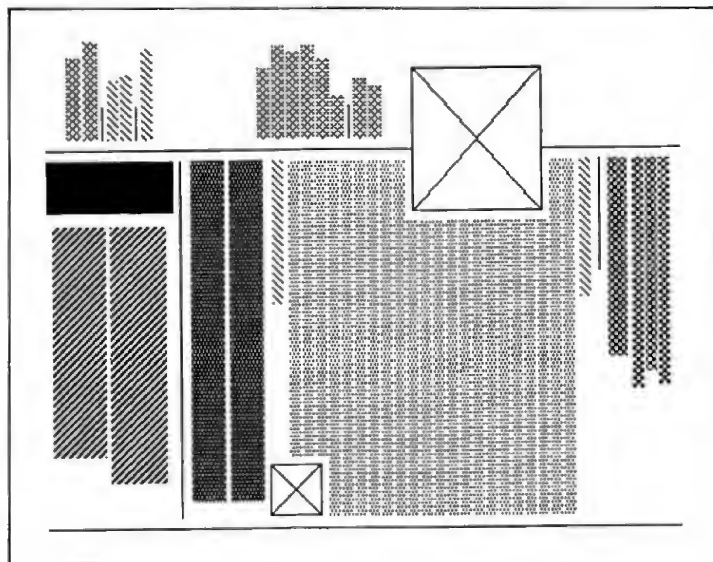
Style Sheet 30 (page three)



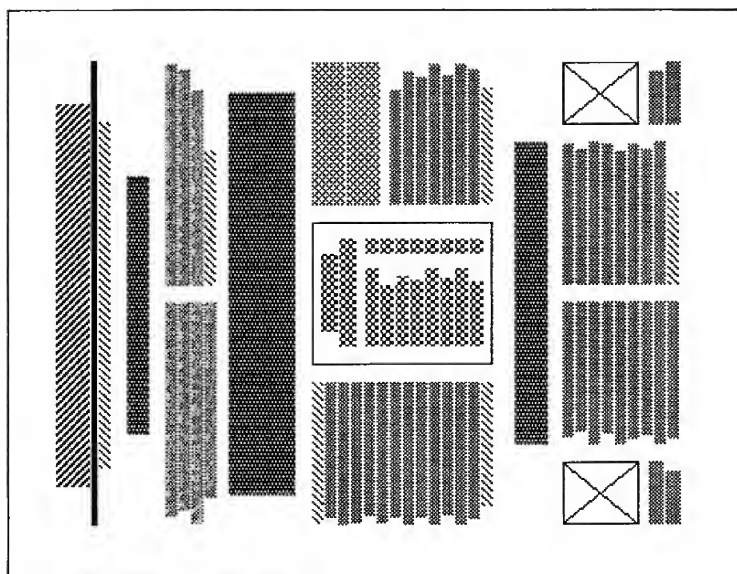
Style Sheet 32



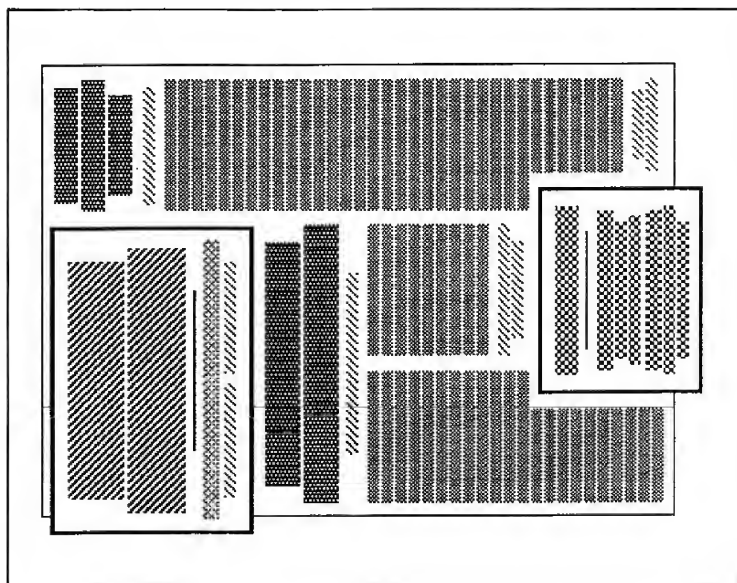
Style Sheet 31



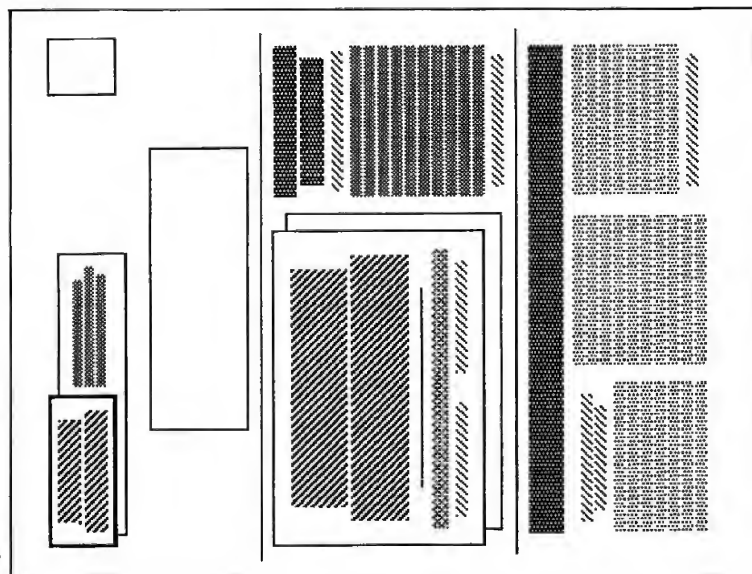
Style Sheet 34



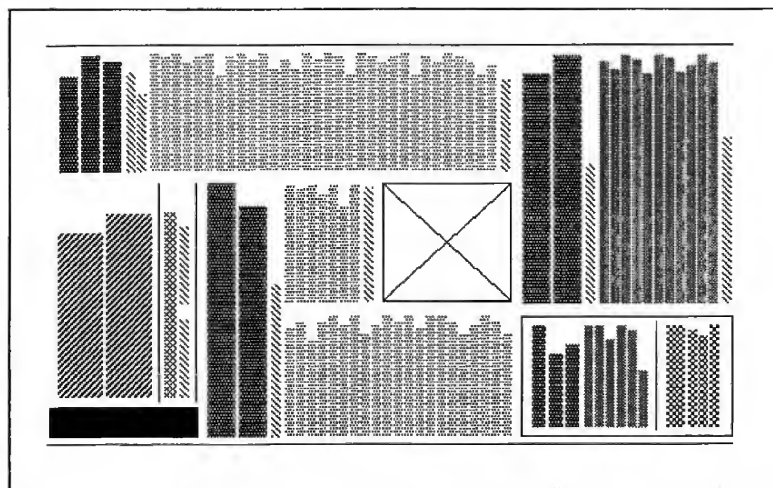
Style Sheet 33



Style Sheet 35



Style Sheet 36 (8½" x 14")



Appendix

A List of Compatible* Printers for Springboard Publisher Style Sheets

Apple DMP	Epson LX-80
Apple ImageWriter	Epson LX-800
Apple ImageWriter II	Fujitsu DL2400
Apple ImageWriter LQ	Okidata 182
Apple LaserWriter	Okidata 192
Apple Scribe	Okidata 192 +
Epson EX-1000	Okidata 193 +
Epson EX-800	Okidata 292
Epson FX-100	Okidata 293
Epson FX-185	Okidata 392
Epson FX-286	Okidata 393
Epson FX-286E	Okidata 92
Epson FX-80	Printek 910
Epson FX-85	Printek 920
Epson FX-86E	Printek 930
Epson JX-80	Seikosha SP1000

*A compatible printer assures you that all parts of your style sheet will be printed. Other printers may work, but, depending on the style sheet used, may result in some slight discrepancy. For example, a border might not fully print.

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Returns should be sent to: Springboard Software, Inc.
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Downloaded from www.Apple2Online.com

Template Legend



Masthead



Headline



Subheads, Pullquotes



Regular text



Text frame



Graphics placeholder
(Shows as text frame)



Table of contents



ID lines, Jumplines, Bylines



Ruled lines

Springboard Software, Inc.

7808 Creekridge Circle

Minneapolis, MN 55435

612-944-3912